

A year in review

2013



Annual Report

Dear Community,

It's a classic Silicon Valley success story.

A small group starts with a good idea and tests it with people they know. It launches and begins to pick up speed. Soon there is a turning point that zooms it to a new level of accomplishment. The rest, as they say, is history.

This thumbnail summary of entrepreneurial inspiration and hard work perfectly describes what occurred for Cancer CAREpoint in 2013.

We started the year with just a few months of operational experience serving anyone in Silicon Valley whose life was touched by cancer. Every quarter we saw an increasing

*A year of change,
growth & increased
impact on the
community*

number of new clients who came to us for counseling, assistance, resources and education. By October we were ready to expand into our new Resource Center that tripled our space and program capacity. It also significantly

increased the number of new clients – a 56% increase from the previous year.

Of course we would not have been able to serve these cancer patients and their families without the encouragement and support of the community.

A Garden Party at the home of Carol Bartz and Bill Marr raised a record \$450,000 for Cancer CAREpoint in one afternoon . . . New volunteers joined our dedicated veteran volunteers to provide 6,000 hours of invaluable time and talent . . . More than a dozen community groups and local businesses held fundraising events for our benefit to make

sure we are able to offer the services so needed by the thousands of individuals in our region who are diagnosed with cancer annually.

Thanks to all of you we are increasing our base of supporters and have an experienced corps of trained volunteers, an amazing staff, and a fully committed Board of Directors.

And although the purpose of an annual report is to look back, we are excited to share what we see on the horizon. With more new clients arriving each month in 2014, we are on track to more than double the number of people we serve.

There are many ways to define success. Silicon Valley innovations change the world. Cancer CAREpoint changes lives, one cancer patient at a time. Thank you, Silicon Valley community, for recognizing the importance of our mission and helping us achieve this important chapter in our history.



Gay Crawford
Gay Crawford
Founding Director
Board President 2012-2013



Rob Tufel
Rob Tufel, MSW, MPH
Executive Director



**cancer
CAREpoint**
Counseling • Assistance • Resources • Education

Cancer CAREpoint's Mission

Cancer CAREpoint is dedicated to transforming support for cancer patients, families and caregivers in Silicon Valley through personalized, one-on-one Counseling, Assistance, Resources and Education.

“Cancer CAREpoint was there when we needed them the most”

It is said that traumatic events can tear families apart . . . or bring them closer together. There is no doubt which is the case for John Harada and Rhonda Weiss, MD, a Mountain View couple who spent the 10th year of their marriage battling John’s diagnosis of stage 4 lung cancer. They were extremely close before his diagnosis and continue to be clearly bonded together in the fight for John’s life.

Rhonda, an M.D. with a specialty in physical medicine and rehabilitation (physiatry) that includes pain management, became a full-time caregiver to John as he went through almost daily rounds of radiation with weekly chemotherapy for weeks at a time. She took on responsibility for his everyday care as well as navigating the medical system, ensuring that he received the most appropriate care. She helped him make monumental decisions about treatment options and sorted through the bureaucratic maze of insurance and disability benefits.

“There were times when the chemo fog was so dense, there was no way I could figure out how to get from point A to point B,” said John, an engineer at Oracle who designs and builds prototypes of future products. “I am so thankful I had Rhonda there to help me.”

But after seven months of total 24/7 focus on John, Rhonda hit the caregiver’s wall of exhaustion, sadness and feelings of isolation. In looking for help, she found Cancer CAREpoint -- and that has made all the difference.

She placed an inquiry phone call and within 90 minutes was in the office of Patient Services Director Pam Lehner who described all of the services available for both John and Rhonda. The next day, Rhonda attended her first activity, an art therapy program where participants talk

and create collage of images representing their feelings, fears and hopes.

“When I introduced myself and said that my husband had cancer, I broke down,” she said. “The group was so kind and supportive and said, ‘That’s what we are here for.’ I felt so comforted. Amy [Goldsbury, the social worker] facilitated and was great.”



Rhonda Weiss, MD and John Harada on the day before he started the cancer treatments that flipped their world upside down.

From that point on, Rhonda and John (when he was well enough to leave the house) became regulars at Cancer CAREpoint. Together they’ve enjoyed yoga and movement classes. The nutrition programs are special favorites of the couple who enjoyed gardening and cooking together before John’s illness.

“This is an amazing organization for any cancer patient or caregiver,” Rhonda said. “Every time I’m here I see the positive effect it is having on people. There is nothing else like it. We are very thankful it is here.”

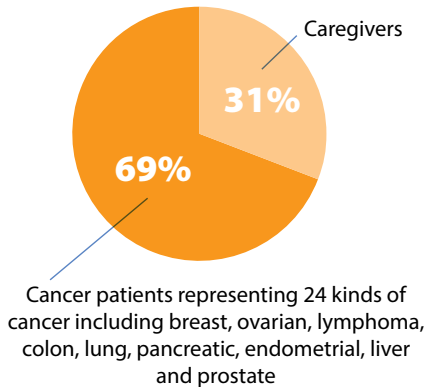
Rhonda and John emphasized how much it means to them that all of Cancer CAREpoint’s services are free. “Even with the best insurance, the co-pays are expensive and we are on a tight budget since I am not working and John is on disability. Having access to programs of this quality at no cost is one less stress in our lives.”

The couple looks forward to the day when John is back to full health and they can give back to others who are experiencing the cancer journey. Rhonda has already joined the Cancer CAREpoint fundraising committee and is receiving advice from her sister who is a very successful fundraiser for a nonprofit cancer organization on the East Coast.

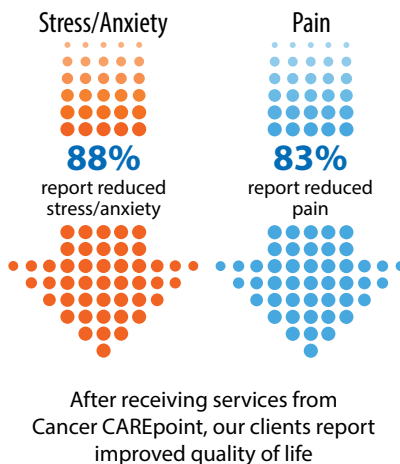
“Everyone at Cancer CAREpoint is phenomenal,” she said. “They were incredibly helpful to me when I was having a really difficult time. They were there when we needed them the most.”

Measuring Cancer CAREpoint's success in serving the community

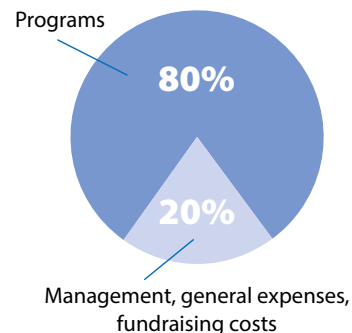
Who we serve



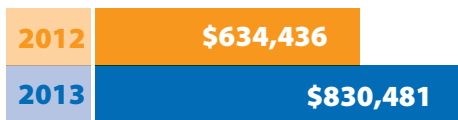
Clients benefit



Focus is on delivery of services



Revenue growth reflects community support



Almost 600 individuals, foundations, corporations, local businesses and community organizations invested in Cancer CAREpoint's mission in 2013

New clients

56%



Cancer CAREpoint saw a significant increase in clients in 2013 – 56% more than the previous year!

Personalized services for each client



A "carepoint" is a service hour of supportive contact between Cancer CAREpoint and a cancer patient, caregiver or family member – one-on-one counseling . . . attendance at a support group or educational activity . . . individualized services such as therapeutic massage, nutrition consults, or guided imagery sessions. All clients have access to a wide variety of services and take advantage of any that will help them through the life-changing experience of a cancer diagnosis.

Volunteers help



Volunteers provided more than 6,000 hours of time and talent to Cancer CAREpoint in 2013.

Cancer CAREpoint serves all



Clients come from medical centers throughout Silicon Valley

Social worker counseling



Almost 500 hours of one-on-one counseling were provided to clients in 2013.

Making an impact in the community



Dozens of individuals, local business and community groups held fundraising events in 2013 to benefit Cancer CAREpoint such as the popular Wipe Out Cancer Sports Day and the fun Giddy Up party at Nestldown.



Several corporations provided financial and volunteer support to Cancer CAREpoint that helped to create the warm, welcoming environment of the Resource Center, including Xilinx, NetApp, UBS, Samaritan Medical Center, Chateau Construction, Toeniskoetter Construction, Pine Cone Lumber and Sereno Properties.



The Monday nutrition classes continued to grow in popularity in 2013, introducing cancer patients, their caregivers and family members to ingredients and recipes that help the body stay strong during treatment and promote the return to health. Clients can also meet one-on-one with nutritionists for personalized consults.



The Garden Party at the home of Carol Bartz and Bill Marr in July not only raised an unprecedented \$450,000 in one afternoon, it increased the community's awareness of the need for free support services for cancer patients and their families. The leadership of the 2013 Board of Directors moved Cancer CAREpoint to a new level of effectiveness.



San Jose Mayor Chuck Reed helped Board members, volunteers, staff and clients celebrate the opening of the expanded Resource Center in October.



More space in the Resource Center enabled Cancer CAREpoint to add new programs and enhance existing services.

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Sheryl Brown, Program Manager
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